

FSD1025 ULKOMAANUUTISTUTKIMUS 1995

FSD1025 FOREIGN NEWS STUDY 1995

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# Appendix A

## Coding Instructions

### A.1 Hints on coding specific variables

Name of country. Use the three-digit geographic codes to identify your team. Austria=302; Zimbabwe=552. Save time by writing this information on the coding sheet before you reproduce multiple copies.

Medium. We assume no team will code more than ten media, including the news agencies. Assign a separate one-digit code to each medium, using the guidelines on the coding instructions. Make sure you tell us what each code means so we can include a complete list in the final data set. This is one variable where the values will be different for each country, that is, New York Times=1 in the United States, The Independent=1 in Britain, Frankfurter Allgemeine Zeitung=1 in Germany.

Date. Use the calendar date. September 3=03, etc.

Story ID number. Before you begin coding each issue of the paper, mark the stories to be included and number them consecutively, beginning each issue of each paper with 001, 002, 003, etc. If you ever need to identify a specific story with the coded data, you can use the combination of Medium, Date, and Story ID Number.

Focus of story. This variable acknowledges that "foreign" news can take place at home as well as overseas. It includes two elements – geographic location of the event and involvement (or lack of it) of your country. Select for coding all stories that take place overseas and those at home with a substantial international element. Omit foreign stories with a minor domestic connection. See example above.

Type of story. This variable separates news from opinion in media that make that distinction. It also distinguishes among several techniques of presenting information. In general, any story that clearly presents the opinion or personal interpretation of the writer will be classified as 2-Editorial/commentary. This includes critical reviews of performances, books, movies, etc. In many papers, editorials and commentary are found on a separate editorial page and often on an "op-ed" page, a second page opposite the editorial page devoted to interpretive columns, readers' letters, etc. Broadcast material should be coded as editorial/commentary if it is presented clearly as personal opinion and understood as such by viewers.

Length. This is admittedly an imprecise variable. In coding, consider emphasis as well as space or time. We have dropped the codes of "long" and "short" in favor of "major" and "minor"

because length alone is not always an indicator of importance. Newspaper front pages may have several "major" stories; inside pages, if broken by advertising, usually have only one or two. Typically a "major" story will be featured at the top of the page, will have a multi-column headline, and will be integrated into a display that includes a picture or other graphical devices. In broadcasts, a "major" report will feature a reporter on the scene or, less frequently, a live interview in or from the studio.

A "minor" story, in contrast, is typically incorporated into a column with a general headline of "roundup" or "highlights" or "summary." It may also be a one-paragraph filler at the bottom of a column. It often has no separate headline or at most a general label headline. A minor broadcast story is read in the studio by the anchor/reader with at most a slide or static illustration. It probably runs no more than ten seconds and consists of one or two sentences of script.

"Medium" stories, of course, are in between. Broadcast stories usually include film or videotape but with narration read by the anchor/reader. In print, "medium" stories will have their own headlines and separate display. They may be the only story on a page filled mostly with advertising or a secondary story on a full page. Stories above the fold on the front page of a full-size broadsheet paper are usually "large."

Source. Identifying specific sources of news is one of the most difficult elements of quantitative analysis because practices vary dramatically from country to country and from medium to medium. In some countries, all international stories are routinely attributed to the national news agency; in others, they are simply attributed to "agencies," while in others, stories are attributed to as many as five or six sources. We allow for coding of up to two separate sources. If more than two are identified, code the first two.

In general, we have tried to group different sources: 00-09 are general categories plus your national news agencies; codes 10-19 are the major global agencies; and so on. The instructions allow you to add additional sources. Keep two points in mind as you add additional codes: add them to the appropriate general group, and let us know the definition of each additional code. In compiling the composite data set, we will reformat the individual additions into a standard form.

Gender of correspondent. A few problems are likely to arise. One is difficulty telling whether the name is male or female. If you cannot tell, code 0=none/can't tell. Another is the use of multiple bylines. If both (or all) are the same sex, code appropriately; if one male and one female, code 3=both.

Dateline. The dateline is the name of the city from which the news story is reported. In many countries, locally written stories have no dateline, even when they are about events in other countries. Usually the dateline is the same as the most important country, but there are anomalies. These include stories reported from an outside location (HONG KONG—The Chinese government...) and events that take place in a foreign locale (GENEVA—Negotiators for Croatia and Serbia...). If a story has no dateline because it was written locally (interpretive columns, editorials, and some feature stories are examples), use 000=not applicable/none. If the policy of the paper is not to use datelines, code the location when you can determine it. Note that you code the COUNTRY of the dateline, even though the dateline itself is almost always a city. BEIJING=China; LONDON=United Kingdom.

Most important country and other countries mentioned. A dateline must be specific, but many stories are written about groups of countries, regions, or without specific geographic reference. Another problem is that stories sometimes focus equally on more than one country. The geo-

graphic code lists (we think) all countries and major regional groupings and organizations. However, we have left space for additions. If two or more countries are represented about equally, look at the headline and dateline to see which should be considered "most important country." If that does not help, code the first country mentioned as the most important and those listed second and third as the appropriate variables.

Main topic and additional topics. These variables are among the most difficult to code. The categories are admittedly descriptive, ad hoc, and not derived from theory. The distinctions between politics and war, between politics and economics, and between any two other categories are often small and subjective. The key is to read the story – especially the headline and lead paragraph – and to ask yourself: what is the main thrust of this story? What would the reader get from it if he or she read only this much? Stories about the same event often emphasize different aspects; the coding will reflect the difference. Many stories are surprisingly complex and contain several topics. We allow for up to three distinct topics. If an unusually long and complex story contains more than three, code the first three. If you have trouble distinguishing the main topic from other topics and the headline and lead paragraph fail to help you, code the first topic mentioned as the main topic and the second and third topics as additional topics. In the analysis, you can separate all stories that contain a particular topic regardless of its prominence in the story.

We have taken some of the broad themes that were mentioned in the original design – ethnic identity, gender issues, environment, human rights – and added them as specific topic categories.

Type of event No. 1. The topics contained in a news story represent a partial inventory of the elements of a news story, but when you force inherently different news stories into the same category, you can have the sense of mixing apples and oranges. Other facets of the story must be accounted for as well. After trying unsuccessfully to devise a single variable incorporating some of these diverse facets, we decided to define a set of rather simple variables. The variables reflect recommendations of project participants with long experience in content analysis and long-standing concerns about the style of news presentation. These variables, together with the topic variables, can be used examine differences in the construction of the news.

This variable distinguishes between news stories that describe a single, specific event (1=event) and those that describe a general situation or long-term process (2=process). Event stories are typically written with a lead in the form, "Something happened yesterday (or today)." It answers the questions Who? What? When? Where? Process stories may use a specific event as a link to a broader description of social, economic, or political conditions, background, or explanation, or they may be independent of specific events. In English-language papers, they are often written in the present tense – "This is how things ARE" – while event stories are usually written in the past tense. They are sometimes described as "background," "interpretation," "postcard," "situationer," "enterprise," or "investigation."

Type of event No. 2. This variable distinguishes between stories that emphasize disruption, conflict, and exceptional events and stores that do not. The old cliché and current complaint is that reporters cover the one plane that crashes, not the hundreds that arrive safely, or, from a Third World perspective, only "coups and earthquakes." The code 1 is used for stories that focus on war, natural disasters, accidents, demonstrations and protest (even when peaceful and legal), crime, violence, and similar kinds of activities and behavior.

Type of event No. 3. This variable addresses the question of how much news consists of routine, recurring events that reflect the normal activities of governments and societies and how much is unpredictable, disruption – the "coups and earthquakes" syndrome. Routine events are

planned and known in advance. They include sports events, stock market activities, elections, news conferences, and government reports. Irregular events are those that cannot be anticipated or planned for.

Type of event No. 4. This fourth variable considers how much news is a product of journalistic initiative and how much is a reaction to activities of others. "Initiated by media" includes investigative reports (or enterprise journalism), some interviews, and some responses or follow-up reports to events initiated by others. The remaining codes distinguish domestic and international government initiatives, private sector, and non-commercial individuals and organizations. We recognize that many stories will not contain explicit information needed by these variables. We suggest a combination of common-sense interpretation and queries of local journalists and editors to see how the specific stories in the sample were constructed or how general practices might be used to interpret elements of the stories in the sample.

Main actor. Some researchers prefer a detailed set of categories that allows a distinction to be made between, for example, a member of a labor union and a business executive or an individual acting as a private citizen and an individual as part of a group. We have chosen a set of more general categories in the interest of efficiency and because data analysis rarely uses these distinctions.

Gender of main actor. Code this like the gender of the reporter.

Specific events. This will allow you to select all stories relating to the Beijing conference for separate analysis. You can also complement the qualitative analysis with quantitative data.

## A.2 Coding Instructions

### Columns

01-03 Name of country. Use geographic codes.

04 Medium. Each team will assign codes to media

- 1 Newspaper No. 1
- 2 Newspaper No. 2
- 3 Newspaper No. 3
- 4 Broadcaster No. 1
- 5 Broadcaster No. 2
- 6 Broadcaster No. 3
- 7 News agency No. 1
- 8 News agency No. 2
- 9 News agency no. 3

05-06 Date. Use calendar date.

07-09 Story ID number

10 Focus of story

- 1 Foreign dateline; no involvement of own country
- 2 Foreign dateline; significant involvement of own country.
- 3 Domestic dateline; no involvement of own country
- 4 Domestic dateline; significant involvement of own country.

11 Type of story

- 1 News with or without picture
- 2 Picture only
- 3 Editorial/commentary
- 4 Letter
- 5 Cartoon

12 Prominence

- 1 Major: multi-column headline, picture, prominent display; on-scene correspondent report; studio interview
- 2 Medium: separate headline, picture, major but not dominant story on page; anchor (reader) narration of film
- 3 Minor: Filler, roundup; read by anchor without film

13-14 Source 1

00-09 General

- 00 None; not identified
- 01 News agencies, services generally
- 02 Own/special correspondent
- 03 National news agency (specify)
- 04 National news medium (specify)
- 05
- 06
- 07

10-19 Major international sources

- 10 Reuters
- 11 AFP
- 12 AP
- 13 UPI
- 14 WTN
- 15 CNN
- 16 BBC
- 17 US Network (CBS, ABC, NBC)
- 18 ITAR-TASS
- 19

20-39 Regional services/exchanges, second-tier agencies

- 20 DPA
- 21 EFE
- 22 ANSA
- 23 TANJUG
- 24 MENA
- 25 PANA
- 26 CANA
- 27 NYTimes
- 28 LATimes/WashPost
- 29

40-49 Specialized agencies and services

- 40 IPS

## A. Coding Instructions

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-41 PacNews

-42

-43

15-16 Source 2 Code as above

17 Gender of correspondent

-0 None/can't tell

-1 Male

-2 Female

-3 Both (multiple bylines)

18-20 Dateline Code from geographic list attached

21-23 Most important country Code from list

24-26 Second country mentioned Code from list

27-29 Third country mentioned Code from list

30-31 Main topic

-00 None

-01 International politics

-02 International economics/trade

-03 International military/defense/conflict

-04 International aid/development/relief

-05 Domestic politics

-06 Domestic economics

-07 Social services/problems/education

-08 Crime/justice/police

-09 Culture/art/history/performance/review

-10 Sports

-11 Entertainment/personalities

-12 Oddities/animals/human interest

-13 Energy/conservation/environment

-14 Natural disasters/accidents/weather

-15 Civil war/domestic conflict

-16 Religion

-17 Human rights

-18 Globalization/internationalization

-19 Migration/immigration

-20 Gender issues

-21 Ethnic issues/identity/politics/assimilation

-22 Other

-23 History/historical feature

-24 Terrorism/political violence

32-33 Secondary topic No. 1 Code as above

34-35 Secondary topic No. 2 Code as above

36 Type of event No. 1

-0 Can't determine/not applicable

- 1 Specific event
- 2 Process not tied to specific event
- 37 Type of event No. 2
  - 0 Can't determine/not applicable
  - 1 Disruptive
  - 2 Non-disruptive
- 38 Type of event No. 3
  - 0 Can't determine/not applicable
  - 1 Routine/recurring/regular event
  - 2 Non-routine/non-recurring/irregular event
- 39 Type of event No. 4
  - 0 Can't determine/not applicable
  - 1 Initiated by media
  - 2 Initiated by government
  - 3 Initiated by private sector
  - 4 Initiated by public, civic organization, individual
- 40 Main actor
  - 0 Can't determine/not applicable
  - 1 State official/"nation"
  - 2 International organization official
  - 3 Private sector/business official
  - 4 Private citizen
  - 5 Public sector/civic organization/individual
  - 6 Other medium
- 41 Gender of main actor
  - 0 None/can't determine
  - 1 Male
  - 2 Female
  - 3 Both
- 42 Other actor No. 1. Code as above
- 43 Gender of other actor No. 1. Code as above
- 44 Other actor No. 2. Code as above
- 45 Gender of other actor No. 2. Code as above
- 46 Specific events
  - 0 None of the following
  - 1 End of World War II
  - 2 UN Women's Conference in Beijing

#### Geographic Codes

Note several changes and additions here from the May phase. They are out of alphabetical sequence. Some we forgot; others were groupings we did not anticipate.



## A. Coding Instructions

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### General

- 000 Not applicable/none
- 001 United Nations or UN agency
- 002 West/North/advanced nations/First World
- 003 South/Third World/developing nations
- 004 Socialist nations/Second World
- 005 GATT/WTO
- 006 Red Cross or other private international organization
- 007 (British) Commonwealth
- 008 Europe
- 009 "world community" or nations in general
- 010 Non-Aligned Nations

### North America

- 101 Canada
- 102 United States
- 103 Mexico
- 104 NAFTA
- 105 Western hemisphere
- 106 Americas
- 107
- 108

### Latin America/ South America /Central America/ Caribbean

- 201 Antigua & Barbuda
- 202 Argentina
- 203 Bahamas
- 204 Barbados
- 205 Belize
- 206 Bolivia
- 207 Brazil
- 208 Chile
- 209 Colombia
- 210 Costa Rica
- 211 Cuba
- 212 Dominica
- 213 Dominican Republic
- 214 Ecuador
- 215 El Salvador
- 216 Grenada
- 217 Guatemala
- 218 Guyana
- 219 Haiti
- 220 Honduras
- 221 Jamaica
- 222 Nicaragua
- 223 Panama
- 224 Paraguay

225 Peru  
226 St. Kitts-Nevis  
227 St. Lucia  
228 St. Vincent & Grenadines  
229 Surinam  
230 Trinidad & Tobago  
231 Uruguay  
232 Venezuela  
233 Caribbean  
234 Latin America  
235 Central America  
236 South America  
237 West Indies  
238  
239  
240

Western Europe

301 Andorra  
302 Austria  
303 Belgium  
304 Cyprus  
305 Denmark  
306 Finland  
307 France  
308 Germany  
309 Greece  
310 Iceland  
311 Ireland  
312 Italy  
313 Liechtenstein  
314 Luxembourg  
315 Malta  
316 Monaco  
317 Netherlands  
318 Norway  
319 Portugal  
320 San Marino  
322 Sweden  
323 Switzerland  
324 Turkey  
325 United Kingdom  
326 Vatican  
327 EU or elements  
328 NATO  
329 CSCE  
330 Spain  
331

## A. Coding Instructions

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332

333

334

335

### Central/ Eastern Europe

401 Albania

402 Armenia

403 Belarus

404 Bosnia-Herzegovina

405 Bulgaria

406 Croatia

407 Czech Republic

408 Estonia

409 Georgia

410 Hungary

411 Latvia

412 Lithuania

413 Macedonia

414 Moldova

415 Poland

416 Romania

417 Russia

418 Slovakia

419 Slovenia

420 Ukraine

421 Yugoslavia

422 Warsaw Pact

423 CIS, Soviet Union

424 Eastern Europe

425 Central Europe/"Near Abroad"

426 Serbia

427 Chechnya

428

429

430

### Africa

501 Algeria

502 Angola

503 Benin

504 Botswana

505 Burkina Faso

506 Burundi

507 Cameroon

508 Cape Verde

509 Central African Republic

510 Chad

511 Comoros  
512 Congo  
513 Djibouti  
514 Egypt  
515 Equatorial Guinea  
516 Eritrea  
517 Ethiopia  
518 Gabon  
519 Gambia  
520 Ghana  
521 Guinea  
522 Guinea-Bissau  
523 Ivory Coast  
524 Kenya  
525 Lesotho  
526 Liberia  
527 Libya  
528 Madagascar  
529 Malawi  
530 Mali  
531 Mauritania  
532 Mauritius  
533 Morocco  
534 Mozambique  
535 Namibia  
536 Niger  
537 Nigeria  
538 Rwanda  
539 Sao Tome & Principe  
540 Senegal  
541 Seychelles  
542 Sierra Leone  
543 Somalia  
544 South Africa  
545 Sudan  
546 Swaziland  
547 Tanzania  
548 Togo  
549 Tunisia  
550 Uganda  
551 Zaire  
552 Zimbabwe  
553 OAU or element  
554 Anglophone Africa  
555 Francophone Africa  
556 Maghreb  
557 Sahel  
558 Portuguese-speaking Africa

## A. Coding Instructions

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559 Zambia

560 Africa, in general

561

562

Middle East

601 Bahrain

602 Iran

603 Iraq

604 Israel

605 Jordan

606 Kuwait

607 Lebanon

608 Oman

609 Qatar

610 Saudi Arabia

611 Syria

612 United Arab Emirates

613 Yemen

614 Palestine/Occupied territories

615 Arab League/nations

616 Islamic nations

617

618

619

620

Asia/Pacific

701 Afghanistan

702 Australia

703 Azerbaijan

704 Bangladesh

705 Bhutan

706 Brunei

707 Burma

708 Cambodia

709 China

710 Fiji

711 India

712 Indonesia

713 Japan

714 Kazakhstan

715 Kiribati

716 Kyrgyz Republic

717 Laos

718 Malaysia

719 Maldives

720 Marshall Islands

- 721 Micronesia
- 722 Mongolia
- 723 Nauru
- 724 Nepal
- 725 New Zealand
- 726 North Korea
- 727 Pakistan
- 728 Papua New Guinea
- 729 Philippines
- 730 Singapore
- 731 Solomon Islands
- 732 South Korea
- 733 Sri Lanka
- 734 Taiwan
- 735 Tajikistan
- 736 Thailand
- 737 Tonga
- 738 Turkmenistan
- 739 Tuvalu
- 740 Uzbekistan
- 741 Vanuatu
- 742 Vietnam
- 743 Western Samoa
- 744 Pacific Rim
- 745 ASEAN
- 746 South Pacific
- 747 Oceania
- 748 Far East/East Asia
- 749 Hong Kong
- 750 Macau
- 751
- 752

Add categories as needed, but be sure to tell us what they are when you submit your data.

### **A.3 Media samples and extra codings in Finland**

#### Media

- 01 newspaper – Helsingin Sanomat
- 02 newspaper – Aamulehti
- 03 newspaper – Savon Sanomat
- 04 newspaper – Kansan Uutiset
- 06 newspaper – Hufvudstadsbladet (Swedish)
- 07 Radio news
- 08 TV news, Channel 1 (public)
- 09 TV news, Channel 3 (commercial)

## A. Coding Instructions

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### Source

- 03 STT (Finnish news agency)
- 04 TT (Swedish news agency, in Sweden)
- 05 DLP (Democratic Press Service, left-wing news agency in Finland)
- 06 Startel (economic news agency)
- 09
- 33 RB (Danish news agency)
- 34 European
- 35 The Economist
- 36 Financial Times
- 37 other newspapers

### Geographic codes

- 013 foreign countries in general
- 014 OECD
- 107
- 238 Puerto Rico
- 239 US. Virgin Islands
- 240 Saint Martin
- 241 Guadeloupe
- 331 Nordic Countries
- 332 Central Europe
- 333 Mediterranean area
- 334 Central Europe
- 428 Baltic countries
- 429 Baltic Sea area
- 430 former Czechoslovakia
- 617 Assyria (historical)
- 751 French Polynesia
- 752 East Timor
- 753 Asia in general

### Events

- 3 French nuclear test in the South Pacific
- 4 Bombing in Bosnia
- 5 Bombing in Lyon, France
- 6 Bombing of the BBC office in Srinigar, India